

# THE REVIEW

Vol. XXXV—No. 50

November 20, 1941

WE GIVE MORE  
WE OURSELVES  
THE BETTER  
SERVE BY SERVING  
OTHERS BEST



Don't Miss  
the  
Six Points



On Selling  
Direct  
Advertising

SEE JEWETT RICKER'S LETTER IN THIS ISSUE

## **HOW TO SIZE UP YOUR COMPETITORS**

One of the great natural weaknesses of mankind is to over-estimate competition. History is full of cases where armies were defeated but were allowed by the conqueror to retire and reform because the temporarily victorious general had over-estimated the enemy's strength.

Many a salesman suffers losses and defeats because he thinks his competitors are better than they really are. Many a salesman thinks that his rival has something in the way of mysterious power.

Just remember that the other salesmen in the field have the same reactions you have.

Remember, that he fears **YOUR COMPETITION.**

(FROM LEO HIMELHOCH)

# The REVIEW

*Published Weekly*  
by and for the Sales Department of  
The Gerlach Barklow Co.

THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, NOVEMBER 20, 1941

No. 50

## **DON'T MISS THIS OPPORTUNITY**

*"The old world cries out for men who WILL, not for men who CAN. We find men who CAN on every street corner, everywhere—but men who WILL, seldom. What men CAN do is beyond human comprehension. What men WILL do is exceedingly problematical. And we seem so often to forget that we are judged by the record that we MAKE, not by our ability TO make a record."*

There is a lot in the above quotation, a lot for you and me to keep in mind constantly.

Now is the time for action. Now is the time that we can't bank on what we CAN do but must bank on what we WILL do. It is a ten to fourteen hour job every day for you and me in getting every dollar's worth of business before the final bell and planning completely for

every hour of the opening weeks, days and months, of the 1942 Selling Season.

Remember always, Sell the merits of Good Will Advertising. The trinity of business is Maker, Seller and Buyer. The salesman and the business man can't put his job onto the buyer; he has to sell the buyer the idea of the wisdom of buying. People will buy what they need when they are getting value, and when they know what they are buying will do for them.

I know I can't impress upon you too deeply the importance of preparation. Many times it has been said that if a man doesn't know where he is going he is lost before he starts, which is just a way of saying that unless we have our routes, our appointments, our engagements, our records, our quotas, completed with a definite program laid out, irrespective of business conditions, we are not going to win. Every extra hour spent now will pay big dividends at the opening of the new year. Don't miss this opportunity.

This is the "Farewell 1941" number of the REVIEW. Jim Talcott and I leave Tuesday, December 2nd, for Conventions and we'll be saying hello. Again our pack will be filled with wonderful things for you.

Thanks sincerely for the job you are doing in the wind-up of 1941. Best of Luck.

*—T. Mackeever.*

## LARGE COMMISSIONS AWAIT G-B MEN

Every department in the factory is humming, and an atmosphere of excitement prevails everywhere. We are well ahead of schedule on shipments and every order should be in the hands of customers in time for Christmas use.

Now it is time to think of monthly service seriously. Sell as many orders as you can for monthly calendars, blotters, and post cards for delivery on or after January first. There is no urgent reason for monthly service to start with January. February, or any other month, is equally as good, so whenever possible give us an extra thirty or sixty days for manufacturing the orders.

Buell's new series "Service Sweeties" is the most timely series of direct mail pictures ever offered to the advertising public and will sell almost on sight. We have had wonderful compliments from salesmen and customers. Renewals have come in with enthusiastic reports from old time direct mail customers, but our opportunity with "Service Sweeties" is to create new customers for direct mail; monthly calendars, house organ folders or blotters.

For the balance of November and all of December, you can profitably study all the angles of value of direct mail. You will have time to contact new prospects, and there are large commissions awaiting all G-B men who will push Al Buell's "Service Sweeties."

*James R. Talcott*



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## When we work for Defense --- we are working for YOU!

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*This monthly publication, "Questions and Answers about America," is a reminder that we value your friendship and good will. Because every American is actively engaged in the great enterprise of National Defense, we know that you will understand whatever adjustments in our service are made necessary by Defense demands. And while we work together, one for all and all for one, we hope that you will read and enjoy this monthly messenger.*

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### The Gerlach-Barklow Co.

*Timely Advertising that  
wins and holds Good Will*

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JOLIET, ILLINOIS

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ANY FIRM  
CAN SIGN  
THIS AD

## NO COPY TROUBLE WITH SQA-4

On the opposite page is the timely copy sampled on the back page of SQA-4 folders. Read it. Then read this:

That copy fits ANY CUSTOMER. It was carefully prepared to fill the bill for every business man who is affected by priorities and Defense orders. It not only explains WHY the folders are mailed to the reader, it also asks the cooperation and patience of the reader.

ANY FIRM CAN SIGN THIS AD. And remember, every time you get a customer to use this copy on SQA-4, you net a neat commission. THE MINIMUM ORDER IS \$84.00. For a convincer for customers who try to put you off till next year, prices definitely are going UP. But complete, ready-for-factory orders can be sold now at current prices.

Yes, ANY firm can sign the up-to-date ad sampled on the new quiz folders. Here are a few of your prospects:

### MachHines Machine Shop

Expert Metal Work of  
All Kinds  
Phone 6776

### Carter Carton Co.

Paper Boxes  
of Quality  
Canton, Connecticut

### Tracy Truck Lines

Express Service  
to All Points  
Dial 4412

### Quality Casket Co.

Service Is Our  
Motto  
Malden, Ohio

### Garrity's Garage

"Keep 'Em Running!"  
Main at Fifth

### Office Equipment Co.

Keep Your Office  
Machines in Shape  
Phone 7564

There's no copy problem when you sell SQA-4. The copy shown on the sample is RIGHT for most of your prospects. All you have to do is fill in the name. The cuts shown may be used. This is NOT standard copy. It may be altered in any way the customer desires. LET IT HELP YOU SELL!

# THE PASSING SHOW

## Cause for Thanksgiving

If any people ever had real cause for thanksgiving, we are that people. First of all, with three-fourths of the world at war, we are still free from its devastating effects. But our good fortune doesn't end there. We are by all odds the freest, happiest and most prosperous people on earth. Even more important, we are the only people strong enough in resources and man power to be able to look ahead with ASSURANCE that our Country and our Way of Life will survive. This Thanksgiving we have every reason to get down on our knees and thank God for America! We alone can look at the future UNAFRAID.

## Questions and Answers About America

than to do our full part in SELLING AMERICA to our fellow countrymen? The more we know about the United States, the more we value its traditions and its institutions. That is why we think SQA-4 is far and away the finest advertising medium on the market today. The firm that uses this medium accomplishes many purposes—(1) It demonstrates its loyalty to America; (2) It helps build up appreciation of this Country; (3) It assists in creating unity and national morale; (4) It shows its progressive spirit; (5) It gets its message BEFORE THE VERY EYES IT WISHES TO REACH in a way that will be remembered; (6) It obtains an advertising medium that capitalizes on the current interest in everything that concerns this Country; (7) It builds GOOD WILL that will be enduring. Frankly, I cannot imagine a business

house that will not buy this Direct-Mail campaign if it is properly presented.

## Now Is the Time to Sell "All-Season" Advertising

This is THE TIME OF YEAR to dig down in your sample use of a house organ, which—as he says ple cases and sell—is a medium through which you can hang mediums that are not especially designed for the mind-gallery of your customers, dealers holiday distribution. You have many of them and employes, a living portrait of your business. For example, you can—by delving in your past—re-discover two of the finest series we've ever put out, KIDDIES, INC., and OUR AMERICA. Both are adaptable to ANY line of business. Take a look at the clever Folders. They should help you land "kiddie" pictures, and you'll wonder how many sales.

any buyer can resist them. In fact, you MAY wonder why you haven't been selling them every day. Then go over carefully the "OUR OWN AMERICA" landscapes and thrill again at the beauties of this, OUR OWN country. Sell YOURSELF on these two series. If you do that thoroughly—and it should be easy—you won't have any difficulty in selling OTHERS. These two series alone provide good livelihood for any salesman who makes up his mind to push them.

## Six Business "Desires"

In an article in the November issue of "Industrial Marketing," Wilferd Peterson, one of the leading house-organ editors of this country, lists the following "desires" that are shared by business men today: (1) To hold the loyalty of business friends; (2) To insure business for tomorrow; (3) To have customers and prospects keep the advertiser favorably in mind even when he cannot supply their needs; (4) To convey in some manner the spirit, character, and

manhood of the organization; (5) To maintain the firm's position against the inroads of competition; (6) To help speed defense and build an enduring democracy. Having listed these six "desires," Mr. Peterson goes on to

now how they can all be realized through the use of a house organ, which—as he says ple cases and sell—is a medium through which you can hang

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## How About "Embracing" Service Sweeties"?

Knowing the receptivity of business houses for a

—colorful — punchy — Direct-Mail we'd be willing to wager that you can 15% to your income (and that will more than pay your taxes, and help a lot on the increase in living costs) by selling SERVICE SWEETIES in every town in your territory. These girls have what it takes. We know because a friend of ours in the Army grabbed a set of these prints, and said that the Sarge couldn't take 'em away from him. These "Service Sweeties" are used on editors of this country, lists the following "desires" that are shared by business men today: (1) To hold the loyalty of business friends; (2) To insure business for tomorrow; (3) To have customers and prospects keep the advertiser favorably in mind even when he cannot supply their needs; (4) To convey in some manner the spirit, character, and

## How About the Funeral Directors?

Certainly there is nothing about the defense program that is going to adversely affect the business of the Funeral Directors. And, as you know, this is one of the best seasons to sell our FD Service. There are Funeral Directors in every village, town, and city in your territory and—though we sell a lot of them—we have hardly scratched the surface. During the rest of this season, you could do no better than call on EVERY Funeral Director in your territory. You will find them only too glad to look over our FD Service, and right now you will have more time to sell them. You know, of course, that the G-B Funeral Director service is the best on the market. Consequently you have no sales resistance that is worthy of the name. Our suggestion is that you make a SPECIAL EFFORT to sell FD Service during the next few weeks.

## Our Best to You and Yours!

As this is the last issue of The REVIEW until the opening of the new season, here's wishing you and yours a retroactively happy Thanksgiving (if you live in some states) or a currently happy one if you live in others. As an old Indian guide used to say to me when he said au revoir—"Ka-taw-na-ma-cou," which, translated, means: "May the sun shine upon you." That is my wish for all of you, till—God willing—we meet again. Good luck — MANY ORDERS — and adios!

*David E. Ricker*

## COPY THAT HELPED TO MAKE SALES

RUN IN BEFORE YOU RUN OUT

Sold to a SERVICE STATION by H. A. Gorsuch.

PLEASING YOU KEEPS US IN BUSINESS

Sold to an AUTO BODY SHOP by Groomes.

YOUR MILEAGE MERCHANT

Sold to a SERVICE STATION by J. W. Hatch.

PRESENTED IN THE INTEREST OF CHILD SAFETY

Sold to a SERVICE STATION by J. W. Hatch.

DEPENDABLE FOR OVER A QUARTER OF A CENTURY

Sold to an INSURANCE AGENCY by Cunningham.

BEAR US IN MIND WHEN YOU THINK OF BUILDING

Sold to a BUILDERS' SUPPLY DEALER by McWilliams.

WE'RE ROOTING FOR CLAIRE'S CLEANERS

Sold on "Rah! Rah! Rah!" by H. R. Messick.

WHERE EACH CUSTOMER BECOMES A FRIEND

Sold to an INSURANCE AGENCY by Magnuson.

42 YEARS IN BUSINESS — STILL HERE TO SERVE YOU

Sold to a LUMBER DEALER by Morris.

WE'LL GO A LONG WAY TO SERVE YOU

Sold to a MOTOR TRANSPORT COMPANY by Larry Moss.

IN CORDIAL APPRECIATION OF THE ONLY ASSET MONEY CANNOT BUY—  
YOUR GOOD WILL

Sold to a LIVESTOCK COMMISSION COMPANY by Fannie Peterson.

BIG ENOUGH TO SERVE YOU—NOT TOO BIG TO WANT YOUR PATRONAGE  
Sold to a STUDEBAKER DEALER by Ben Gatliff.

SERVING THE PUBLIC FOR OVER A THIRD OF A CENTURY

Sold to a FINANCE COMPANY by John Gilbert.

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## NO MORE PARAGON SALES THIS YEAR!

This notice constitutes a definite withdrawal of the Paragon Line for this year as of November 24th.

We want to thank every member of the sales force for the fine job you've done and for the tremendous increase in Paragon sales.

You may continue to sell the key cases L-1101 to L-1224, inclusive.

# ANOTHER SMASHING VICTORY WEEK!

**GERLACH-BARKLOW HAPPY WARRIORS ARE MAKING RECORDS, BUT PRESSES ARE NEEDED TO FILL ORDERS, SO WE MUST BE BRIEF**

## **Charles Caldwell Leads the Parade with a \$1,200 Direct Mail Sale**

Charles Caldwell of Oklahoma makes his \$1200 sale of News Quiz, employing the series of "Sailing Ships" to a DEALER IN FLOOR COVERINGS.

Guy Dean of Georgia makes three sales for \$600—his best is a \$447 sale of News Quiz, using "Playmates" sold to a NAVAL STORES CORPORATION—a new customer.

Guy's second in volume is a \$115 sale of "When My Ship Comes In" sold to a LUMBER DEALER.

Herman Grotte scores three times for \$631. His first is a \$335 sale of Paragon Key Cases to a COMMERCIAL ENTERPRISE—a new customer. Number two is a \$250 sale of Air Pilots to an old customer.

Perc Earl made a \$438 sale of "An Autumn Rhapsody" to a TITLE GUARANTEE COMPANY—a brand new customer.

Charles Clark made a \$400 sale of Paragon to a HOTEL—an old customer.

The hotel where you stop tomorrow night may be a live prospect for Good Will Advertising—Who knows?

Marvin Mitchell scored five times for \$323. His best is a \$253 sale of Special Calendars to a MANUFACTURER OF ROAD MACHINERY—a new customer.

Bill Herrmann sold three nice orders. His two biggest were a \$162 sale of Paragon to a TRUCKER and a \$168 sale of Paragon to a GAS BURNER SALES AND SERVICE.

Nick Osburn made five sales for \$300.

W. A. Scheafer made a \$131 sale of Booklets to a FUNERAL HOME.

L. S. Thomas made a \$115 sale of Paragon Billfolds to a LUMBER COMPANY.

Ed Sierer made a \$156 sale of FD Service to a FUNERAL HOME.

C. M. Roadstrum sold Paragon to a MERCANTILE CONCERN for \$130.

Frank Raitz' best two out of five sales, were a \$115 sale of Paragon Billfolds to a COOPERATIVE SERVICE COMPANY and a \$110 sale of FD Service to a FUNERAL DIRECTOR.

Rudy Maddox' best two out of three were a \$231 sale of "Spirit of America" to a FRATERNAL SOCIETY and a \$100 sale of Paragon Desk Memo Pad Calendars to a LUMBER DEALER, a new customer.

Bill Mc너ney made a \$180 sale of business calendars to an INSURANCE AGENCY—a new customer.

Jut Laing sold four orders for \$300. His best is a \$115 sale of Holiday Greetings No. 4289 to a HOTEL.

Eugene Keltner's best for the week were two sales—one of Paragon to a PIPE AND SUPPLY DEALER for \$135 and the other a sale of Greetings to a MEMORIAL HOME.

Mrs. A. C. Jahl made a \$100 sale of "Peekaboo" to a GROCER. Copy as follows—"IT'S THE FRIENDS WE MAKE WHO MAKE US."

Leo Himelhoch made a \$235 sale of "My Diary" Baby Record Books to a HOSPITAL.

Sam Haynes made four sales—his best a \$117 sale of Greetings to an AUTO DEALER—a new customer.

Jim Hartman made a \$321 sale of News Quiz with "Spirit of Youth" sold to a DEALER IN THEATRICAL SUPPLIES.

King Gerlach rolled up five nice orders—his best being a \$115 sale of Greetings to a GROCER'S COOPERATIVE SOCIETY—a new customer.

H. D. Evans made a \$135 sale of FD Service to a FUNERAL HOME.

George B. Corrigan made a \$200 sale of Paragon to a MANUFACTURER—a new customer.

H. N. Buckley makes two sales for a volume of \$400. A \$320 sale of Paragon to a LIVESTOCK TRANSPORT CONCERN and an \$80 sale of PERSONAL GREETINGS. Both new customers.

Ralph Bond made a \$175 sale of Paragon Billfolds to a MANUFACTURER.

A. A. Bender of Ohio made six sales for \$452. His best was a \$267 sale of Holiday Etching Letters to a MANUFACTURER.

Amasa Hartman of California sold seven orders for \$400. His best a \$100 sale of Paragon to a LOGGING CONCERN—a new customer.

Frank Zimmerman sold six orders for \$376. His best was a \$131 sale of Paragon to a TOOL MANUFACTURER.

A. H. Laun of Wisconsin made seven sales for \$322 and created five new accounts.

W. J. Eggleston of New York averaged an order a day for the week.

S. E. Adams of Colorado also made six sales.

Mr. Reynolds of Indiana won six new customers for the week.

Fred Bell made six sales for the week.

Charlie Chamberlain scores seven orders and four new customers.

Ed Gerrish of Connecticut rolled up six sales.

E. H. Goodell of Vermont made seven sales and four new customers.

J. B. Kasper in Tennessee rings up seven sales.

A. C. Miller of Indiana brings home ten orders, eight new customers.

Albert J. Morrier makes six sales for \$300.

L. B. Nobles of Texas scores seven times and wins four new customers.

A. H. Oschmann of Kentucky makes seven sales and seven new customers.

Dan Morrissey of New York averaged an order a day.

E. F. Phillips of Minnesota made eight sales for the week and won five new customers.

J. Milton Wigley made six sales.

O. M. Wildman made six sales and won three new customers.

E. F. Turner of Illinois made five sales and won five new customers.

P. M. Winter made seven sales and won five new customers.

Walter Olson of Illinois made four sales for \$235.

Larry Moss' best of several nice orders is a sale of "Down on the Farm" in Billboards and Hangers to a MOTOR TRANSFER COMPANY.

J. O. Morris of Tennessee sold four orders—his best a sale of 100 Indoor Billboards, "Spanky's Safety School" to a LUMBER COMPANY.

E. E. Meyer makes four nice sales—his best, "My Blue Heaven" and Paragon to a LUMBER AND MILLWORK CONCERN.

There are literally hundreds of nice greeting orders and more hundreds of good clean "Bread-and-Butter" orders that deserve honorable mention.

And there are scores of salesmen who merit our commendation but this is the final issue of REVIEW for this year and as we have already stated, the presses are needed for orders, so we'll have to apologize to Hawkins and Etter and Cunningham, and Cook and Bragonier and Ballard and Adams and Falls and Hatch and Harrison and Groomes and Gatliff and Field and Gammill and Sage and Higgins and Messick and Perry and Pittman and Ricker and Shepherd and Sohn, and others who made good scores for number of orders and new customers, because time and space won't permit us to give them the commendation they deserve.

Suffice it to say we're proud of our sales force and of the job you're doing in this great Fall Roundup. You still have time for a few more greeting sales before the final bell.

The important thing from now on, however, is to plan and prepare for the opening of the new season and we have every confidence in your ability to reach whatever goal you will to win.

## FOOD FOR THOUGHT

THE GREATEST SIN—Fear.

THE BEST DAY—Today.

THE BEST TOWN—Where You Succeed.

THE MOST AGREEABLE COMPANION—One Who Would Not Have You Any Different From What You Are.

THE GREAT BORE—One Who Will Not Come to the Point.

A STILL GREATER BORE—One Who Keeps on Talking After He Has Made His Point.

THE GREATEST DECEIVER—One Who Deceives Himself.

THE GREATEST INVENTION OF THE DEVIL—War.

THE GREATEST SECRET OF PRODUCTION—Saving Waste.

THE BEST WORK—What You Like.

THE GREATEST PLAY—Work.

THE GREATEST COMFORT—The Knowledge That You Have Done Your Work Well.

THE GREATEST MISTAKE—Giving Up.

THE MOST EXPENSIVE INDULGENCE—Hate.

THE CHEAPEST, STUPIDEST, AND EASIEST THING TO DO—Finding Fault.

THE GREATEST TROUBLE MAKER—One Who Talks Too Much.

THE GREATEST STUMBLING BLOCK—Egotism.

THE MOST RIDICULOUS ASSET—Pride.

THE CLEVEREST MAN—One Who Always Does What He Thinks Is Right.

THE MOST DANGEROUS PERSON—The Liar.

THE MOST DISAGREEABLE PERSON—The Complainier.

THE BEST TEACHER—One Who Makes You Want to Learn.

THE MEANEST FEELING OF WHICH ANY HUMAN BEING IS CAPABLE—Feeling Bad at Another's Success.

THE GREATEST NEED—Common Sense.

THE GREATEST PUZZLE—Life.

THE GREATEST MYSTERY—Death.

THE GREATEST THOUGHT—God.

THE GREATEST THING, BAR NONE, IN ALL THE WORLD—Love.